

Professional and Managerial Branch
Museums & Cultural Resource Group
Cultural Services Series

MARKETING AND CULTURAL TOURISM COORDINATOR

08/05 (AIS)

General Purpose

Under general supervision, design, implement, execute, and evaluate audience development, public information, marketing, and cultural tourism programs.

Typical Duties

Develop collaborative marketing program. Involves: Explore and develop joint marketing strategies with other arts and cultural organizations. Improve marketing capacity of cultural organizations and potential for audience cross-fertilization. Maximize and expand cultural tourism marketing efforts to increase and diversify regional audiences. Maximize and expand cultural tourism marketing efforts in collaboration with the El Paso Convention & Visitors Bureau.

Initiate and coordinate cultural tourism program. Involves: Improve effectiveness and efficiency of creative sector's marketing efforts to increase and diversify regional audiences. Develop and promote partnerships with local visitor organizations. Integrate arts and cultural concepts into tourism program development and marketing. Increase hot revenues to support work of creative sector. Collaborate with El Paso Convention and Visitors Bureau and local hospitality industry entities to increase visitation to the community.

Develop methods to increase attendance and participation in arts programs, services and promotions. Involves: Develop, create, and design promotional layouts for printed and broadcast materials to disseminate arts message to the community and obtain audiences. Efficiently and effectively increase attention to arts and expand market share in the travel industry. Identify, attract, retain and diversify audiences for a greater relevancy and more earned income. Publicize El Paso as a unique visitor destination, arts and cultural activities and venues. Write copy for programs, newsletters, press releases and radio and television spots. Plan and create special promotional strategies to enhance audiences for cultural affairs events. Coordinate efforts with program leaders. Arrange for radio and television interviews. Produce and purchase appropriate radio and television spots. Prepare advertising according to a planned marketing strategy. Prepare packages of information for the El Paso, Juárez and Las Cruces media. Plan and execute public relations and marketing activities for the promotion of sponsored and co-sponsored events. Develop strategies to facilitate and promote group ticket sales.

Inform and educate the public in all cultural affairs events and services. Involves: Maintain ongoing contact with media, business and community organizations. Meet with school representatives and present visual and performing art programs as part of community outreach. Attend all city and cultural affairs events to provide the public with information on the department and the presented artists. Attend performances, programs and activities to evaluate results. Assist in staging performances and assisting artists. Respond to inquiries on questions the public or guest artists may have about El Paso's artistic and performing arts community.

Participate in administrative functions. Involves: Design and prepare tickets, brochures, flyers, print ads and other promotional and informational items for print, radio, TV and department website. Prepare logos and photographs for events. Take photographs at events for historical and advertising purposes. Release and receive bids on all print jobs needed outside City print shop. Book guests for and co-host cable access "Accent on the Arts" with the director. Develop and execute cross-over programs to build audiences for El Paso Arts organizations; coordinates the audience development activities. Develop and maintain media relations. Assist in annual budget preparation. Monitor and administer the events marketing, promotional and printing budgets.

Knowledge, Abilities and Skills

- Considerable knowledge of marketing, promotion and arts audience development practices and methods.
- Considerable knowledge of public relations, public information and media contact practices and procedures.
- Considerable knowledge of marketing, cultural and/or heritage tourism programs and promotion.
- Considerable knowledge of computer software utilized in graphic layout and design for brochures, flyers, advertising layouts, and promotional items.
- Good knowledge of media production and purchasing of appropriate radio and television spots.
- Some knowledge of electronic media production to produce radio and television spots.
- Some knowledge of budget preparation and control
- Ability to interpret State and City laws, rules, regulations, related to the promotion of public performances and events, state and local labor and occupational safety and health rules and regulations.

- Ability to establish and maintain effective working relationships with coworkers, officials, media representatives, vendors, performing artists, promoters, agents, volunteers, community organizations and the public.
- Ability to communicate clear, concise oral and written communication to provide technical specifications, contract negotiation and revision, information, prepare and present reports, maintain records, files and databases.

Other Job Characteristics

- Frequent driving through City traffic.
- Frequent and prolonged periods of standing, sitting, working around on site stages and performing areas, exhibits and events.
- Occasionally required to work in a stage environment, outdoors in all kinds of weather and lift and carry heavy objects weighing 25 lbs.
- Work extended hours, weekends and holidays.

Minimum Qualifications

Education and Experience: Equivalent to a combination of a Bachelor's degree in fine arts, marketing, communications, public relations or related field, plus one (1) year of professional experience in marketing, public relations, public information or promotion of public programs and services.

Licenses and Certificates: Valid Texas Class "C" Driver's License or equivalent from another state.

Human Resources Director

Department Head